



# 2015 Wyoming Advertising Awareness

October 2015



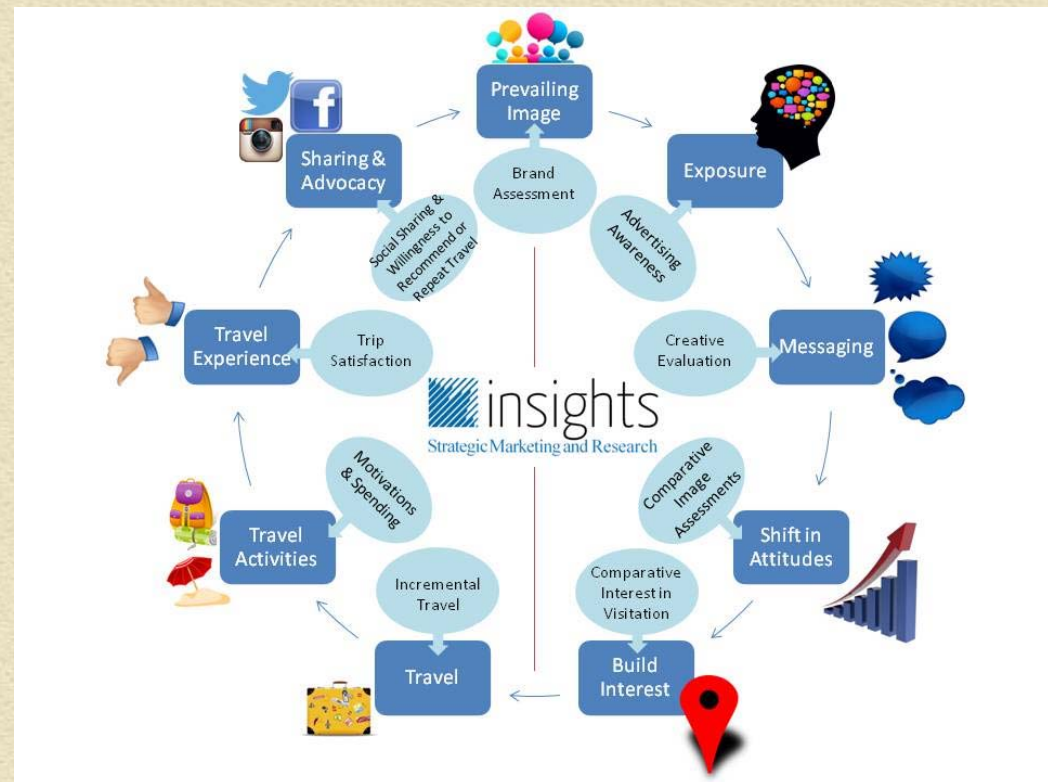
# Background & Objectives

- The Wyoming Office of Tourism (WOT) allocates significant resources to leisure marketing, with media placements throughout the spring and summer. Through the refinement of the marketing program, WOT has determined that different audiences need different messages at different times. Therefore media placements are made in more distant markets earlier in the year and closer-in markets receive messaging later in the season.
- To account for these differences, Strategic Marketing & Research Insights (SMARInsights) conducts research to correspond with these placements. Two waves of awareness research have been conducted to gather data for this report. A final wave will evaluate the impact of the advertising on travel, generating an economic impact of the campaign and return on investment.
- This wave focuses on the reach of the campaign, its effectiveness in communicating intended messages, and the advertising's impact on perceptions and planning. The ROI wave will quantify the level of incremental travel generated in response to the state's marketing efforts.
- The following report details the findings from this awareness wave:
  - Measuring the ability of the advertising to reach the target audience and generate recall;
  - Quantifying the cost to reach an aware household;
  - Forwarding performance measures to assess the effectiveness of the campaign in meeting its various communication goals;
  - Determining the strength of the campaign in terms of spurring consumer actions, having a positive impact on perceptions, and increasing likelihood to visit; and
  - Assessing the relative effectiveness of various elements of the campaign to help refine future efforts.



# Methodology

- SMARInsights has developed a research methodology based on the cycle of how consumers make travel decisions. The graphic at the right outlines each step of the process and the measure used to evaluate the effectiveness of a destination's marketing efforts.
- This awareness wave of research looks at the steps, clockwise, from Prevailing Image through Build Interest. The second wave will measure Travel through Sharing & Advocacy.
- By looking at each part of the process, the Wyoming Office of Tourism can assess the campaign for future refinement.



# Methodology

- SMARInsights developed and programmed an online survey. National sample vendors provided a link to the survey to potential respondents in WOT's target markets. This methodology allows respondents to view the actual advertising to gauge awareness.
- WOT delivers different creative to different markets at different times. Therefore, interviewing was conducted in two stages. Chicago, Core, and National markets were interviewed in June after the media in those markets were completed. The Adjacent markets had media running through September, so interviews in those areas were completed later.
- Markets included in each are:

- ▣ **Core:** Kansas City, MO; Omaha, NE; Madison, WI; Minneapolis, MN; Milwaukee, WI; St. Louis, MO; Oklahoma City, OK; and Portland, OR
- ▣ **Chicago**
- ▣ **Seattle**
- ▣ **Adjacent:** Salt Lake City, UT; Denver, CO; Billings, MT; Idaho Falls, ID; Butte/Bozeman, MT; Boise, ID; Colorado City, CO; and Rapid City, SD
- ▣ **National:** All other U.S. markets not included in those listed above

Market	Completed Interviews
Core	266
Chicago	209
Seattle	201
Adjacent	204
National	356
<b>Total</b>	<b>1,236</b>

- Upon completion of data collection, the data were cleaned, coded, and weighted to be representative of the population.
- The following summarizes the results of the survey. A copy of the questionnaire used for data collection appears in the Appendix to this report.



# Campaign Overview

- Wyoming has been placing creative specific to target markets for many years. The Core markets, including Chicago and Seattle, received the three Roam Free TV spots that have been in place for a number of years.
- Seattle was a new target for WOT, with dedicated spending here for all media. TV, digital, and outdoor placed here had messaging specific to the market.
- After concerns about wear-out of outdoor, new creative was developed for the Core markets.
- In 2013, WOT introduced the illustrated Road Trip campaign in the adjacent markets with outdoor and digital. This was expanded with similarly themed TV in 2014. All three illustrated media were placed in these nearby markets in 2015.
- A YouTube video and print were targeted to both Core and Adjacent markets.

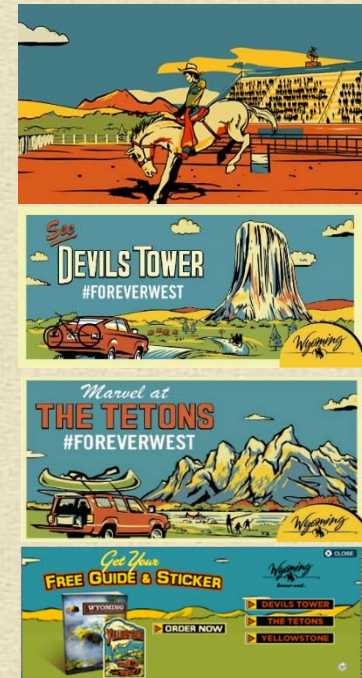
## Core Markets



## All Markets



## Adjacent Markets











Market	2013	2014	2015
Core	\$2,038,853	\$2,005,950	\$1,419,304
Chicago	\$1,209,786	\$1,284,905	\$1,305,708
Seattle			\$654,911
Adjacent	\$1,390,385	\$1,207,410	\$1,218,162
National	\$741,171	\$718,196	\$1,156,090
<b>Total</b>	<b>\$5,380,195</b>	<b>\$5,216,461</b>	<b>\$5,754,175</b>



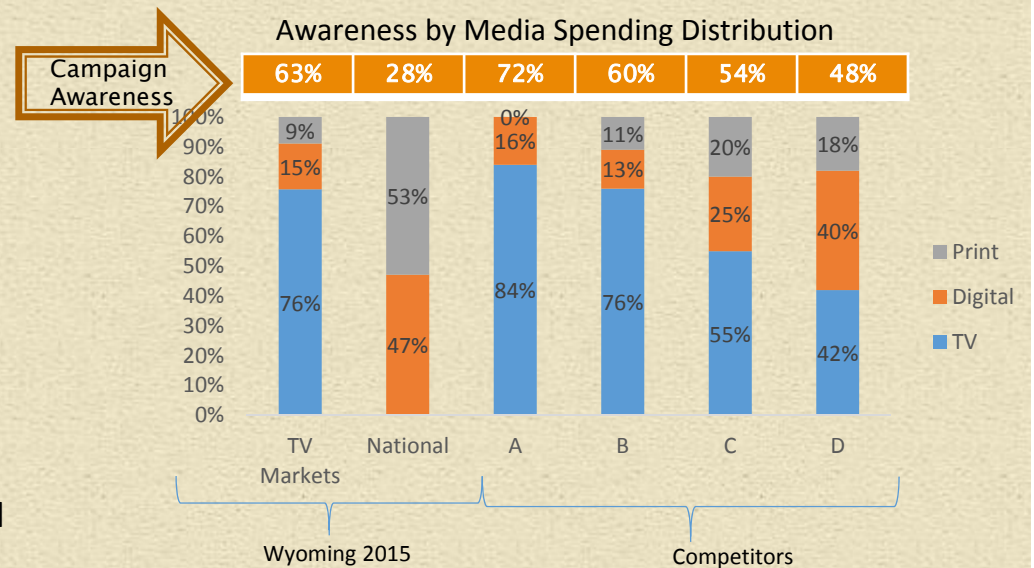
# Insights

- Overall awareness of the WOT campaign is down, although more was spent in paid media. Despite lower awareness, the media buy is still more efficient than other DMO campaigns, with a cost per aware household of only \$0.17.
- Contributing to lower awareness was the introduction of both a new market and some new creative.
- Consumers responded well to the new outdoor creative. After concerns in 2014 of wear-out, the new outdoor generated good increases in awareness and creative ratings.
- The Adjacent creative continues to be a concern. Consumers want to see product in destination advertising, and they do not get this through animated TV and illustrations for print, outdoor, and digital.
- The potential impact on travel is strong, but with less awareness, WOT may see fewer influenced trips for 2015.
- Market Review:
  - With a 29% drop in spending in the Core markets, the number of aware households fell slightly. But having been in these markets for a number of years, the slide was far less than anticipated given the cuts.
  - After years of targeted investment, WOT has made significant strides in Chicago. Awareness is at 70%, which is considered saturation level for DMO campaigns. And interest in the state has moved beyond that of other Core households, where it was when WOT began targeting the market in 2008
  - The cost per aware household in Seattle is above the SMARInsights' benchmark, and the predicted awareness level for the market is not met. As a new market, it can take time to build awareness. But with television awareness especially low, the placements in this market should be evaluated.

Measure	Wyoming Performance	SMARInsights' Benchmark
TV market awareness	63% 	Predicted awareness: 50.2%
TV market cost per aware household	\$0.52 	\$0.67
Overall awareness	33% 	Predicted awareness: 37%
Overall cost per aware household	\$0.17 	\$0.29
Core Communication attributes	7 of 8; 4.0 or higher 	Top 10%: 4.0
Adjacent Communication attributes	6 of 8; 4.0 or higher 	
Core Impact attributes	1 of 3; 3.75 or higher 	Top 10%: 3.75
Adjacent Impact attributes	0 of 3; 3.75 or higher 	

# Insights

- The Adjacent markets saw awareness bounce back after new creative was introduced in 2014. With this, awareness is again heading toward 70%, which SMARInsights considers to be saturation level for DMO campaigns.
  - The national market had the most dramatic drop in awareness though there was a significant increase in spending. The investment here was nearly doubled, but the new resources were dedicated to digital advertising.
- SMARInsights continually finds it is TV that drives DMO campaign awareness. As seen to the right, it is those DMO campaigns that are more heavily invested in TV that generate the highest awareness. The higher percentage of the budget invested in TV, the higher overall awareness. WOT made a significant investment in national digital that did not generate much awareness.
  - While TV has traditionally been an expensive media to buy, with cable and RFI it is becoming a more feasible option for a national campaign. Were resources allocated to a targeted national TV effort, WOT would likely push awareness higher. Even small increases among a national audience could mean millions of more aware households.







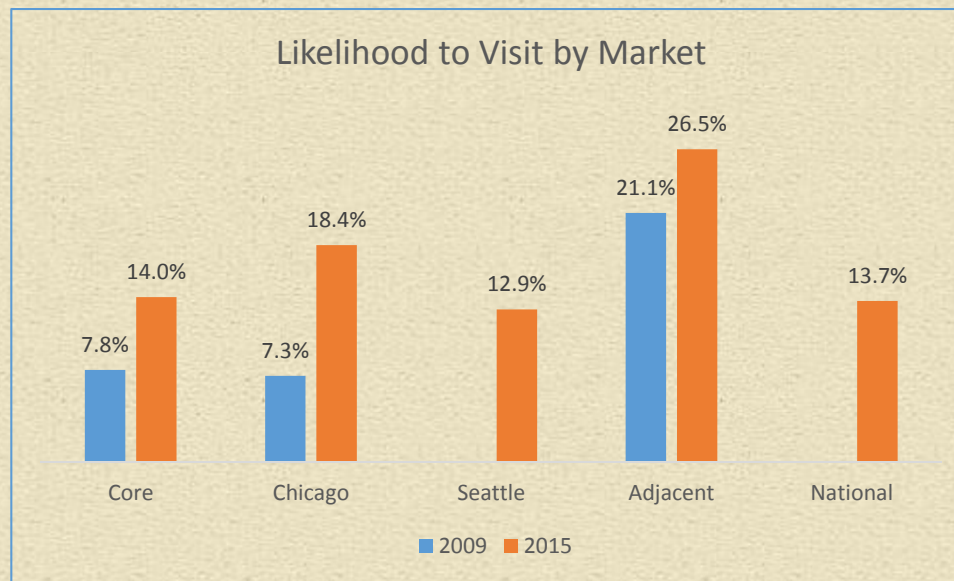
# Advertising Awareness

November 15



# Likelihood to Visit by Market

- A key change for the 2015 WOT campaign was the addition of the Seattle market. This is the first newly targeted market for the organization in six years, since the time Chicago began receiving substantial investment. At that time in 2009, Chicago households were similar to their counterparts in the Core markets in their intent to visit Wyoming. With sustained investment, the state has now elevated itself in consumers' consideration set and the intent to visit is much higher than in the Core markets.
- If dedicated spending continued in Seattle, WOT would likely see similar results and intent to visit would surpass that of other Core and national markets.



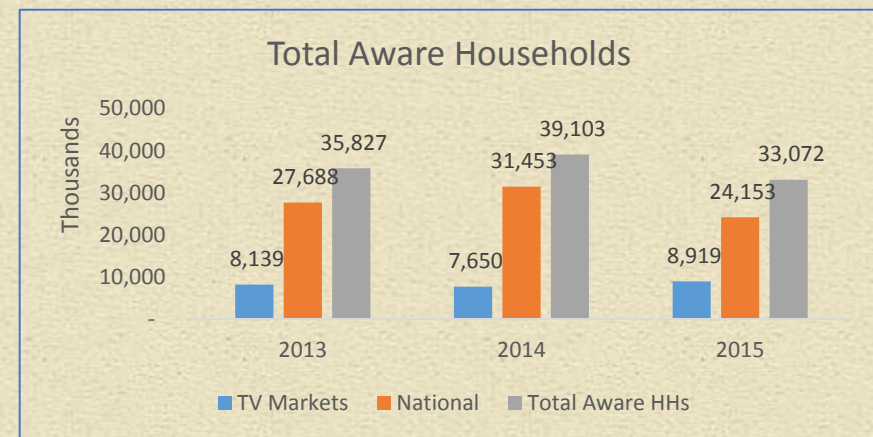
# Overall Advertising Reach

- Overall, there were fewer aware households than in the previous two years. Combined with an increase in spending, this resulted in a slightly higher cost per aware household. However, SMARInsights has been evaluating destination marketing campaigns for many years. With a wealth of data, benchmarks for DMO efforts have been established. For campaigns with a national reach, the average cost per aware household is \$0.29. In total, the Wyoming 2015 campaign had a cost of \$0.17 to reach an aware household, far below the average.
- It's encouraging that awareness among the national audience was lower and the markets WOT targets with TV – Core, Chicago, Seattle and Adjacent combined – had an increase in awareness.
- The following will explore what happened in specific markets.

Cost per Aware HH	2013	2014	2015
Qualified HHs	94,445,520	95,656,360	100,234,179
Awareness	38%	41%	33%
Aware HHs	35,826,709	39,102,720	33,072,300
Media Spending	\$5,380,195	\$5,216,461	\$5,754,175
Cost per Aware HH	\$0.15	\$0.13	\$0.17

All percentages are rounded

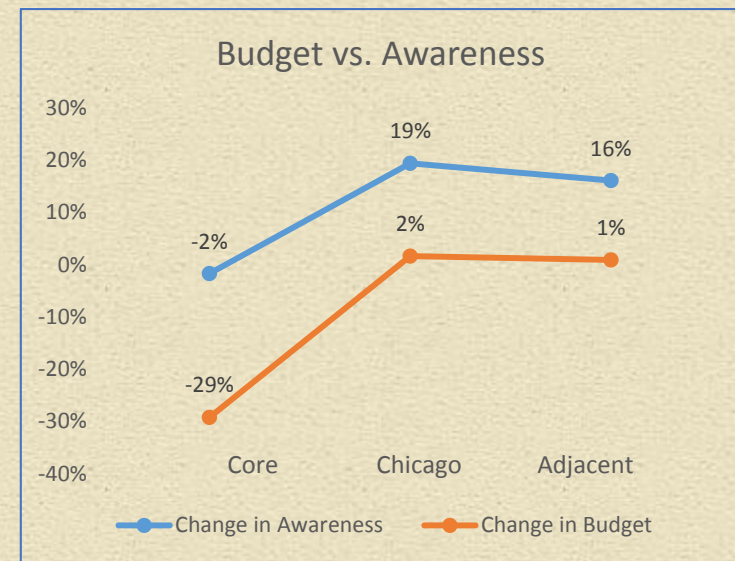
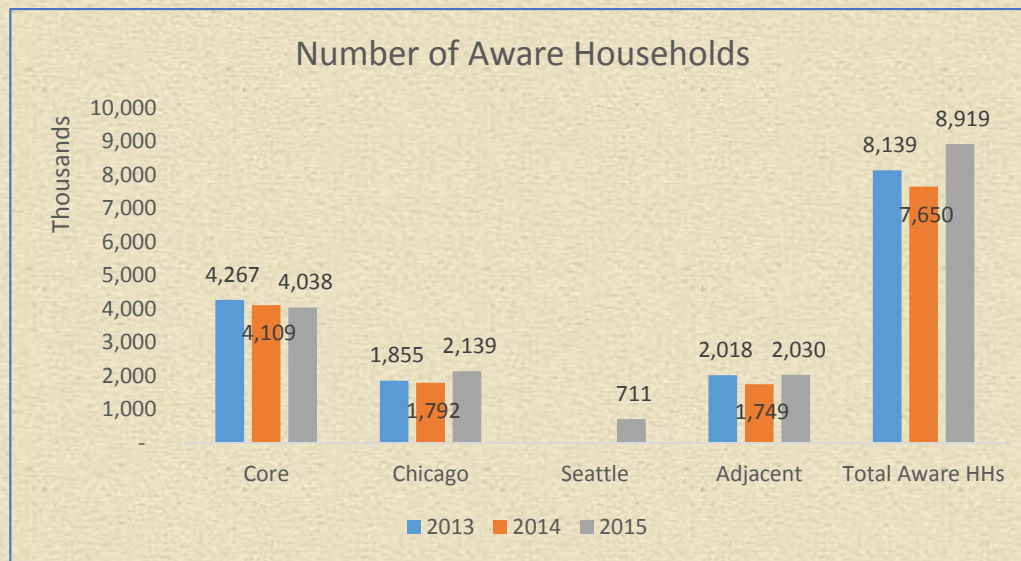
SMARInsights  
national  
benchmark:  
\$0.29  
per aware  
household





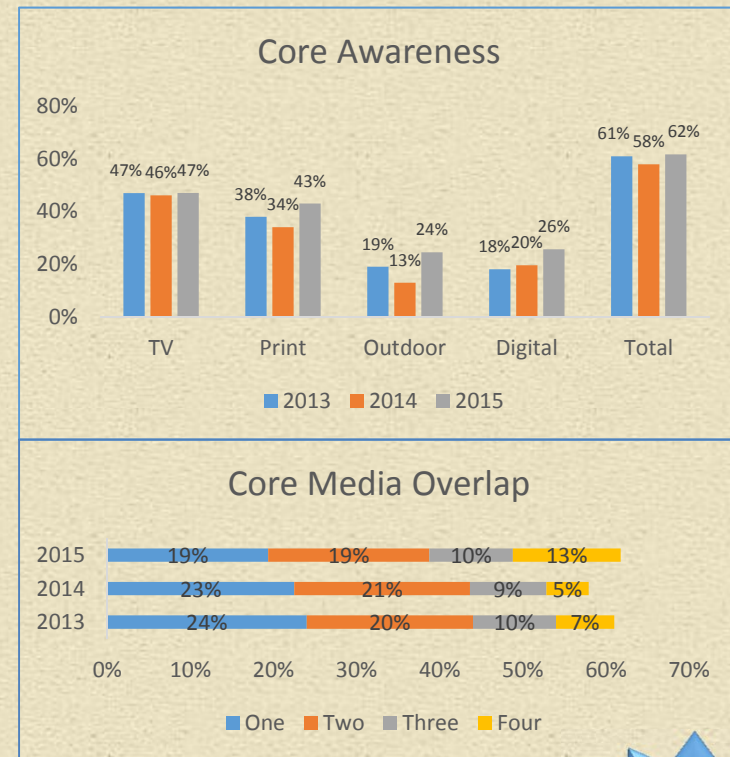
# Advertising Reach in TV Markets

- Resources were shifted out of the Core markets to make dollars available to target Seattle. The overall result was an increase in aware households in the TV markets.
- Although the number of aware households in the Core markets was down, it was a slight decrease given the 29% decline in budget. It seems the relocation of resources worked for WOT.



# Core Awareness

- Awareness of TV in the Core markets was relatively unchanged, but there were good improvements in the other three media, resulting in more media overlap. SMARInsights consistently sees that the more overlap a leisure marketing campaign is able to achieve, the greater the influence.
- WOT shifted resources in order to target the Seattle market. With this, two markets previously included in the Core market were dropped from the media allocation. Because of this, there were fewer Core households targeted. So although the *awareness* percentage is higher, there were actually fewer aware households in the Core markets.
- Although there were fewer aware Core households, there was also significantly less spending, resulting in a better cost per aware household.
- SMARInsights has established a separate benchmark for efforts targeting spot markets, such as the Core effort. In these types of DMO campaigns, the average cost is \$0.69. With only \$0.35 spent in the Core markets to make a household aware, this portion of the buy was very efficient.



Core	2013	2014	2015
Awareness	61%	58%	62%
Aware HHs	4,266,509	4,108,689	4,038,427
Spending	\$2,038,853	\$2,005,950	\$1,419,304
Cost per Aware	\$0.48	\$0.49	\$0.35

All percentages are rounded

SMARInsights  
spot market  
benchmark:  
**\$0.69**  
per aware  
household



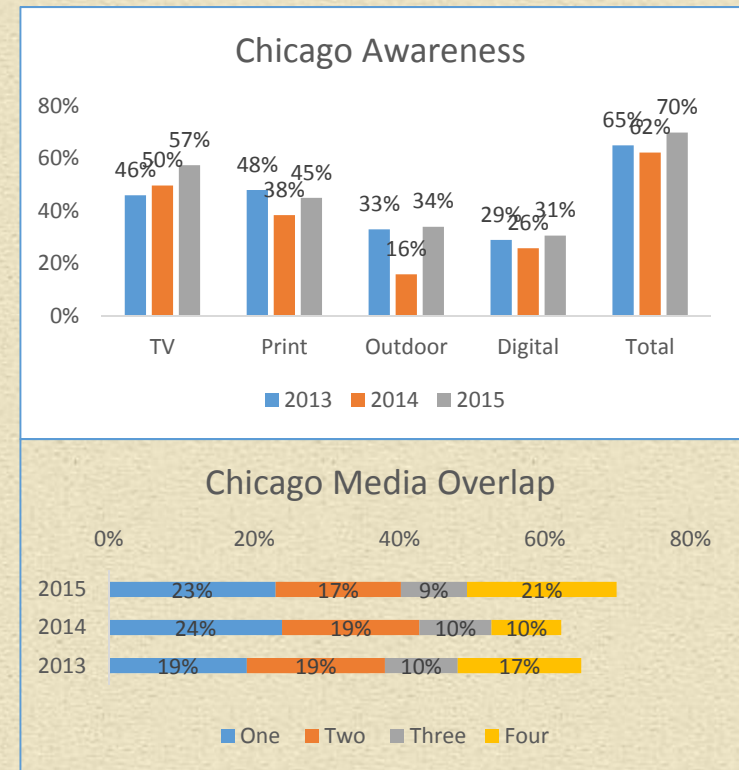
# Chicago Awareness

- There was concern in the 2014 evaluation that with a drop in awareness and creative ratings, the out of home was no longer “cutting through the clutter.” With a resurgence in awareness in Chicago and the other Core markets, the newly developed outdoor did a good job of recapturing audiences.
- Again, increases in awareness across all markets generate strong media overlap, with more than 20% of the Chicago target aware of all four components of the Wyoming campaign. The bump in awareness dropped the cost per aware household, bringing it in line with the benchmark.
- By hitting the 70% awareness mark in Chicago, WOT is bumping up against the saturation point. SMARInsights has found that around this point is when DMO campaigns max out and cannot expect to generate much additional awareness.



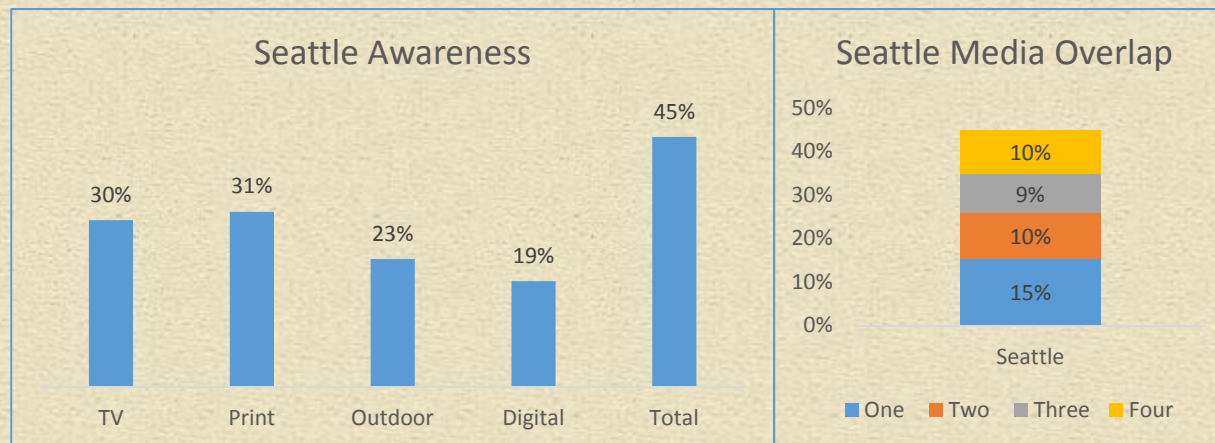
Chicago	2013	2014	2015
Awareness	65%	62%	70%
Aware HHs	1,854,754	1,791,832	2,139,353
Spending	\$1,209,786	\$1,284,905	\$1,305,708
Cost per Aware	\$0.65	\$0.72	\$0.61

All percentages are rounded



# Seattle Awareness

- With specific targeting and media, Seattle's initial awareness reached 45%. The question remains whether this is what should be expected. In addition to cost per aware household benchmarks, SMARInsights has developed a model to predict the level of awareness a DMO can expect to receive based on the number of households being targeted and the level of spending allocated.
- For the introduction to the Seattle market, the model anticipated WOT would have received 52% awareness given how much was spent on the media buy. Because actual awareness falls short of this mark, the cost per aware household benchmark is not met.
- Especially concerning is the level of awareness generated by TV. The medium received significantly more resources than print, but awareness was slightly less. Strong creative, especially when considered memorable, often has higher awareness. Given WOT's TV consistently receives strong marks and the Seattle-specific messaging would likely have been memorable, this points to a potential problem with media placements.



Seattle	2015
Awareness	45%
Aware HHs	710,989
Spending	\$654,911
Cost per Aware	\$0.92

All percentages are rounded



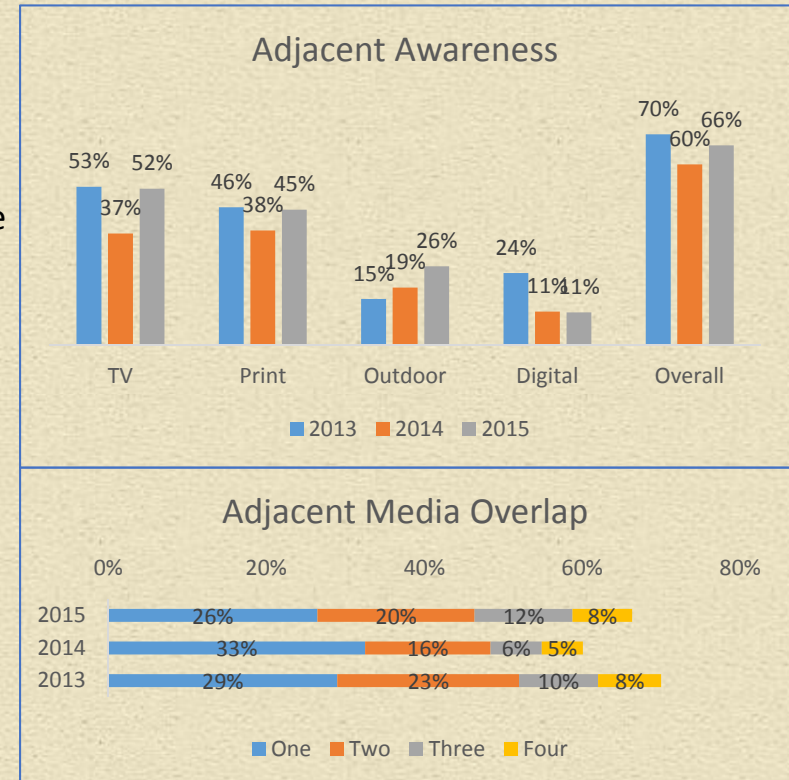
# Adjacent Awareness

- The Adjacent markets had new creative introduced in 2014, along with a smaller budget, leading to a sharp decline in awareness. With the same TV creative placed in 2015, there was a significant increase in awareness of that media. Combined with more modest increases of other media, there was a good bump in awareness.
- Prior to the introduction of the new creative in 2014, the Adjacent markets had consistently hovered at the 70% awareness mark. Again, this is what SMARInsights considers to be saturation level. If the illustration-focused creative continues in these markets, awareness would likely hit those levels again. But as new creative is introduced, DMOs can expect dips in awareness.



Adjacent	2013	2014	2015
Awareness	70%	60%	66%
Aware HHs	2,017,703	1,749,128.66	2,030,480
Spending	\$1,390,385	\$1,207,410	\$1,218,162
Cost per Aware	\$0.69	\$0.69	\$0.60

All percentages are rounded

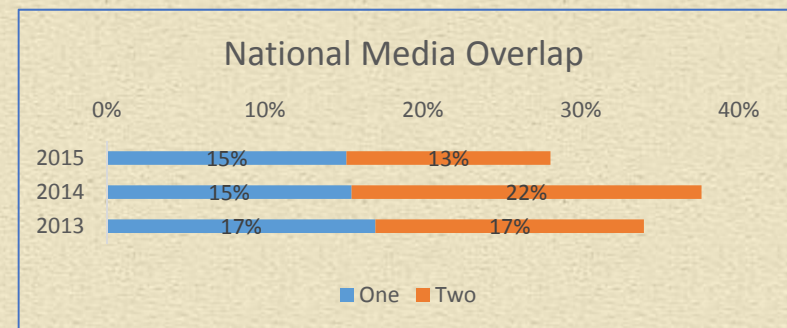
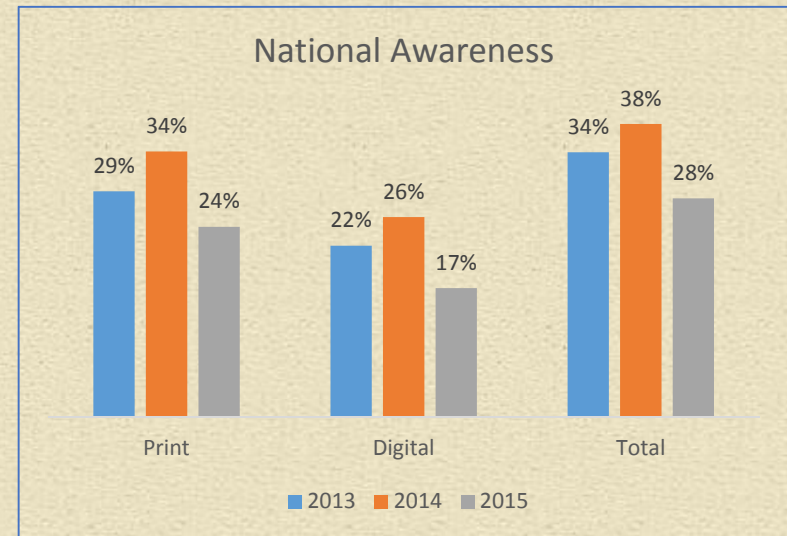


# National Awareness

- There was a significant increase in spending targeting the national audience, with nearly \$500,000 more spent in digital display advertising. Although there was a significant budget increase, it was invested in new digital creative.
- A key component to awareness of DMO campaigns is sustained creative. As new creative is introduced, one can anticipate a drop in awareness. This can often be offset with a significant increase in spending. But that was not the case among the national audience.
- SMARInsights has found DMO awareness is driven with television. With targeted cable and RFI media buys now available, this could be an option for WOT to explore.
- Although awareness declined, there were still more than 24 million households in this audience aware of the advertising. This results in a cost to generate an aware household of only \$0.05 – far less than the \$0.29 national average.

National	2013	2014	2015
Awareness	34%	38%	28%
Aware HHs	27,687,743	31,453,070	24,153,052
Spending	\$741,171	\$718,196	\$1,156,090
Cost per Aware	\$0.03	\$0.02	\$0.05

All percentages are rounded







# Creative Evaluation

# Creative Evaluation

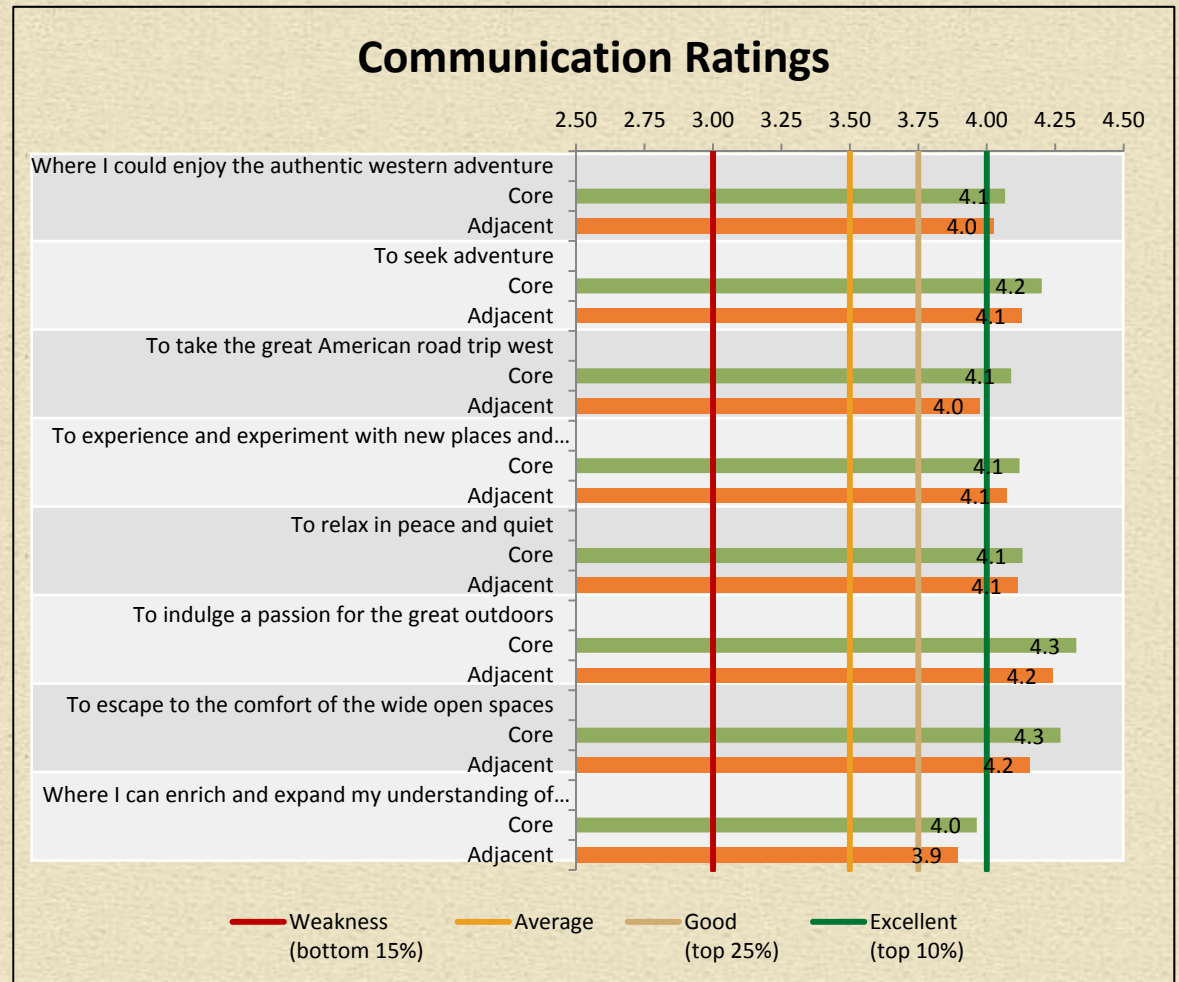
- A campaign must not only generate awareness, but it should also communicate desired messages in order to drive travel. Through the evaluation of hundreds of destination marketing campaigns, SMARInsights has established a number of benchmarks related to advertising creative.
- After viewing all of the ads, respondents were asked to rate attributes using a 5-point scale where 5 = “strongly agree” and 1 = “strongly disagree.”
- There are two types of attributes related to advertising creative – those that communicate particular messages about the destination and those that encourage the consumer to take an action. The benchmarks developed are based on the communication and impact attributes of DMO advertising. However, impact attributes are lower because they have a more difficult time meeting this mark as they require action from a consumer, which is harder than communicating a desired message.

Communication Ratings	Impact Ratings
<b>4.0</b> <b>Considered Excellent.</b> Rating is in the top 10% of all communication ratings.	<b>3.7</b> <b>Considered Excellent.</b> Rating is in the top 10% of all impact ratings.
<b>3.75</b> <b>Goal Rating.</b> Resides in the top 25% of all communication ratings.	<b>3.5</b> <b>Goal Rating.</b> Resides in the top 25% of all impact ratings.
<b>3.5</b> <b>Average.</b> Rating is average compared to historic norms.	<b>3.3</b> <b>Average.</b> Rating is average compared to historic norms.
<b>3.0</b> <b>Notable Weakness.</b> Rating is in the bottom 15% of all communication ratings.	<b>3.0</b> <b>Notable Weakness.</b> Rating is in the bottom 15% of all communication ratings.



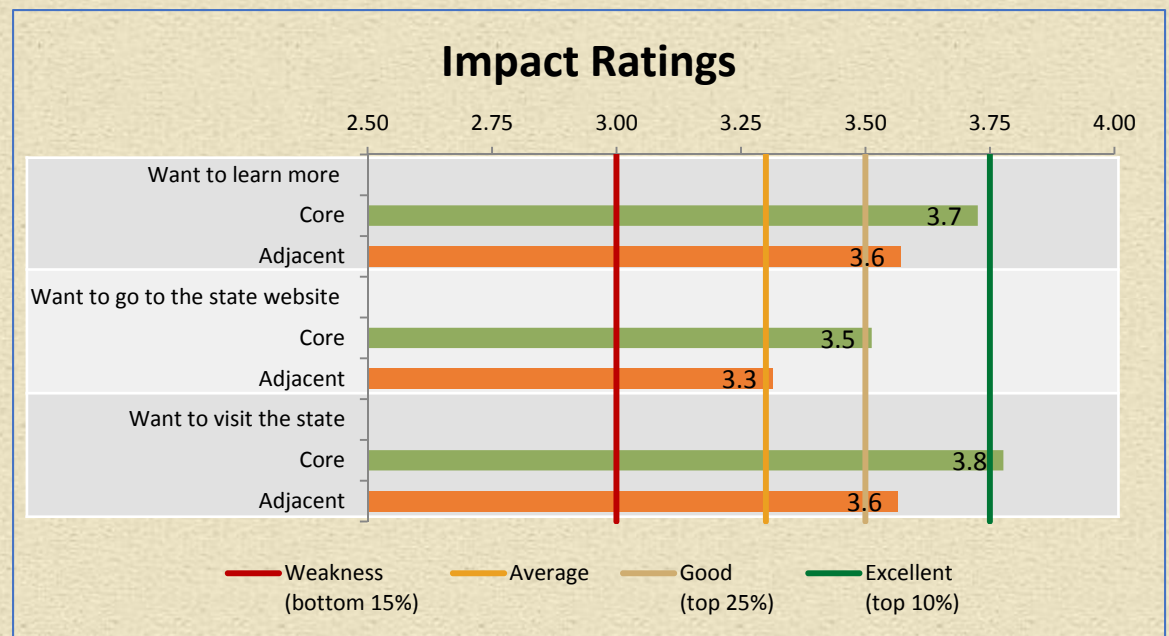
# TV Communication Ratings

- SMARInsights has found that it is TV creative that often drives overall ratings for a campaign. Because the TV ads for the Core and Adjacent markets are vastly different, it is useful to compare the evaluations of these audiences. The Adjacent creative is animated illustrations while the Core TV is live action footage.
- Both executions perform well, with most in the top 10% of all DMO creative evaluated. But across the board, the live-action Core creative rates better.



# TV Impact Ratings

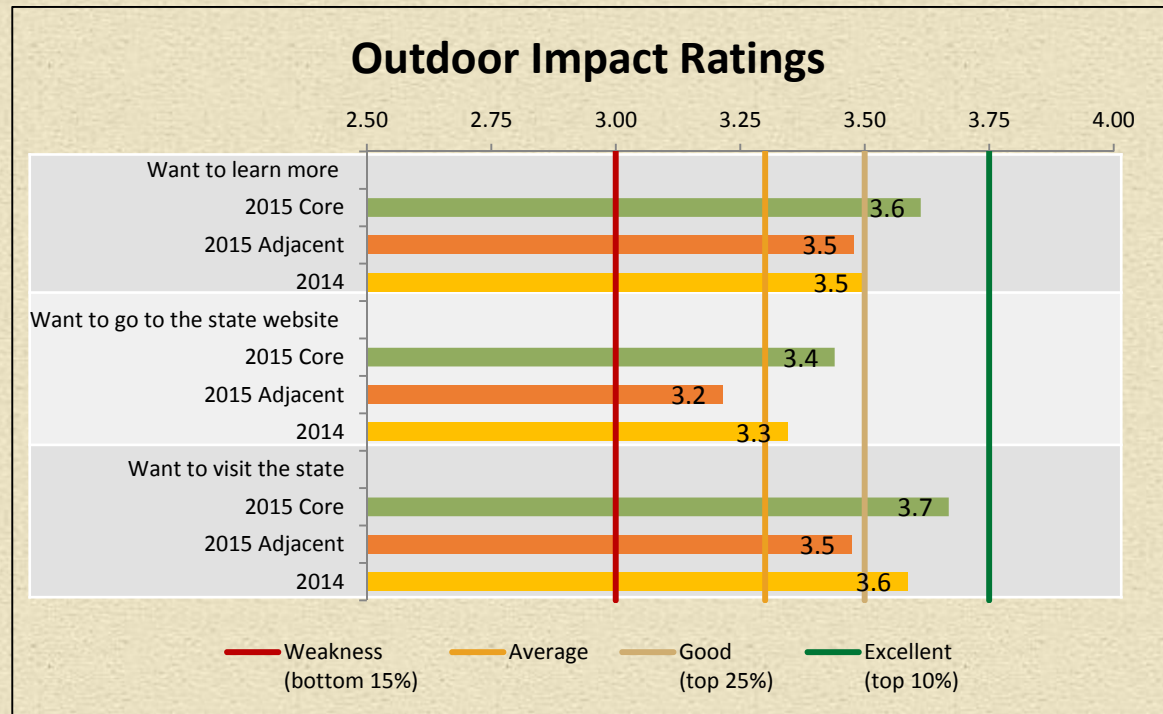
- A key component to successful destination creative is showing product. The Core TV does this well, with the majestic landmarks of the state featured prominently. However, this does not come across in the Adjacent TV.
- The Adjacent creative falls far short of the Core placements in their impact ratings, especially in generating interest in visiting the state.





# Outdoor Impact Ratings

- As mentioned, there was concern in 2014 about the possible wear-out of the outdoor creative. With new executions in the Core markets for 2015, ratings improved.
- But just as with TV, the illustrated placements in the Adjacent markets fall short of the same media using photography of actual product. While the Road Trips campaign and the corresponding “sticker” campaign have been successful in-state and with visitors, the illustrations used in the paid media are not resonating with the target audience and should be reconsidered.





# Impact of the Advertising



# Impact on Image

- The final measure of the impact of the marketing will come after consumers have had a chance to visit. However, there are a number of other ways the paid media can influence audiences. They can improve the image of the destination, spur information gathering and generate interest in visiting.
- Across all attributes, awareness of the advertising improves the image of Wyoming. For those things that receive high marks by those who are unaware, such as having lots of outdoor activities and beautiful scenery, there is less room for influence. But even so, the advertising pushes ratings higher.

Awareness Impact on Image

	Unaware	Aware	Diff.
Has interesting historical sites and museums	3.2	3.7	0.4
Is a good place to take the great American road trip	3.4	3.8	0.4
Has friendly people	3.4	3.8	0.4
Is a good value for the money	3.3	3.6	0.3
Is a good place for family vacations	3.4	3.7	0.3
Feels like the Old West	3.4	3.7	0.3
Is a good place to re-energize and recharge	3.5	3.8	0.3
Offers great camping and RVing	3.6	3.9	0.3
Is a place to enjoy Native American culture	3.3	3.6	0.3
Is a great place for winter sports such as skiing and snowmobiling	3.3	3.6	0.3
Is a good place to experience and experiment with new places and things	3.4	3.7	0.3
Is a good place to relax in peace and quiet	3.6	3.9	0.3
Offers lots of outdoor activities such as hiking, fishing and hunting	3.8	4.0	0.2
Is a good place to indulge in a passion for the great outdoors	3.7	3.9	0.2
Has beautiful natural scenery	3.8	4.0	0.2
Has lots of dude ranches	3.3	3.5	0.2
Has lots of mountains	3.7	3.8	0.2
Has great national parks	3.7	3.8	0.2
Offers an authentic western experience	3.5	3.7	0.2
Offers good opportunities for wildlife viewing	3.7	3.9	0.1

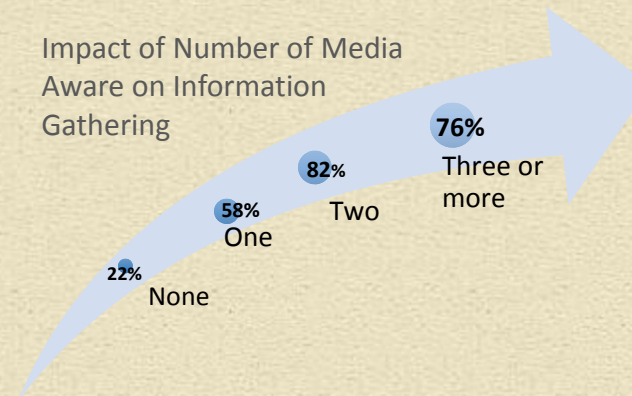
# Impact on Information Gathering

- In addition to improving the image of the destination, paid marketing can also encourage consumers to gather information, an important first step in turning them into visitors. Awareness of advertising has tremendous impact on moving households to find out more about Wyoming, with most directed to the state's website.
- Awareness of any media motivates consumers to find out more about the state, but as households are exposed to more components of the campaign, they are much more likely to seek information. This is encouraging given the increase in media overlap seen in a number of markets.

Awareness Impact on Information Gathering

Action Taken	Unaware	Aware	Diff.
Gathered information, researched destination	13%	38%	25%
Visited state website	8%	41%	32%
Visited mobile website	3%	20%	17%
Called state 800 number	0%	6%	5%
Visited state Facebook page	2%	21%	19%
Followed state on Twitter	0%	7%	7%
Requested information using other method	5%	13%	8%
Gathered any information	22%	70%	48%

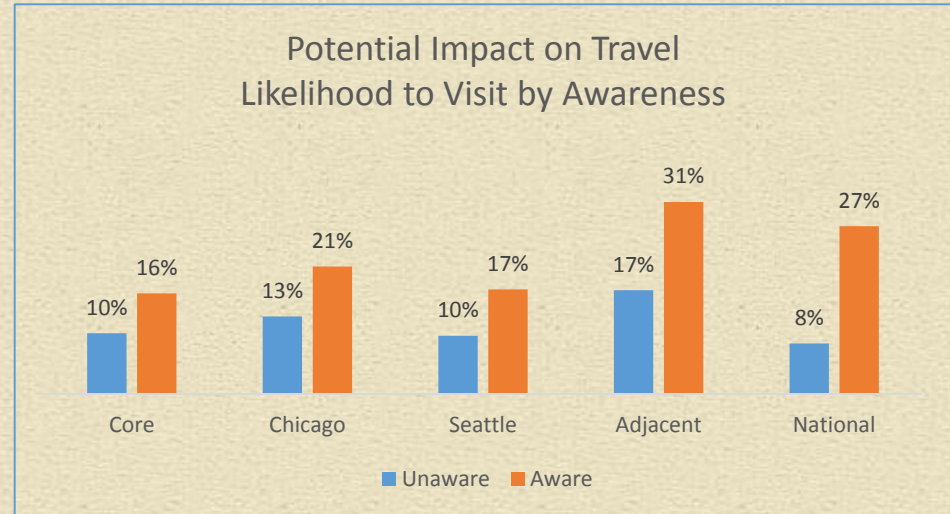
Impact of Number of Media Aware on Information Gathering





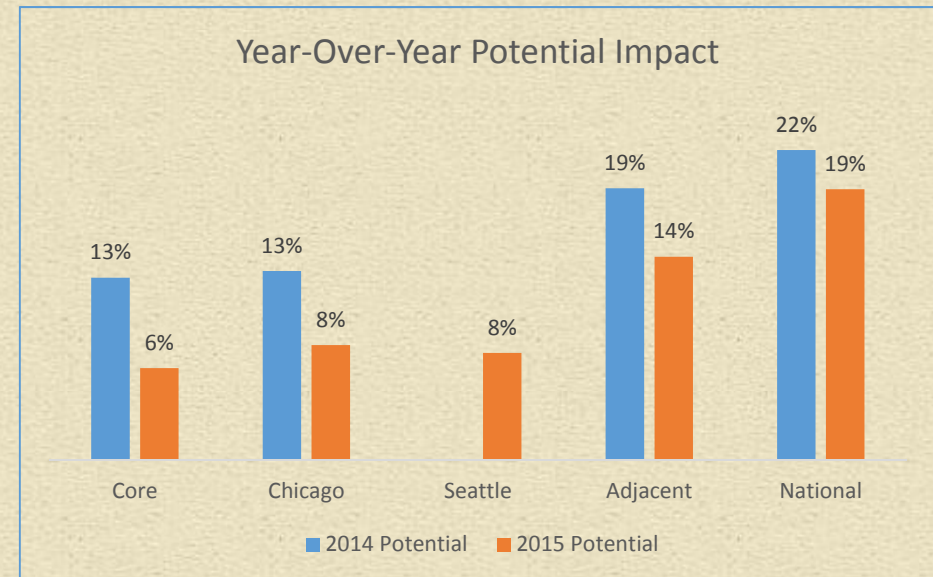
# Potential Impact on Travel

- Although the potential impact on travel appears to be exceedingly strong, actual travel will likely be more tempered. Early in the travel season, consumers have many destinations in their consideration set and indicate they may be likely to visit. But as decisions are made, destinations are dropped, resulting in lower incremental travel than the awareness wave results would indicate.
- In markets with already high rates of travel, such as the Adjacent markets, it can be difficult to generate incremental travel. But the impact on interest in visiting is strong in these markets.
- Before WOT began heavily targeting Chicago, the market had similar rates of travel and interest as other Core markets. But with a sustained presence, interest by those unaware of this particular campaign is higher than other markets. And those who are aware (which, recall, was 70% of the market), have considerably more interest.
- The rates of interest by unaware and aware in Seattle are similar to the other Core markets. If WOT continues to target the market, it would likely behave similarly to Chicago.
- Given the population, there is the most potential for influence among the national audience. Even a small rate of incremental travel could result in hundreds of thousands of trips.



# Change in Potential Impact

- Although the potential impact on travel in all of the target markets is strong, it is lower than seen in the prior year's evaluation. Combined with lower awareness, it is possible WOT will see a decline in the number of influenced trips.
- With the economy continuing to show signs of improvement, consumers are more willing to consider long-haul travel. If so, it is possible more households are willing to follow through on their travel plans than they have been in recent years. If so, the potential decline could be offset.







# Appendix

## Questionnaire

# Questionnaire

## Wyoming Travel & Tourism Advertising Effectiveness June/July 2015 – Core/Chicago/Seattle/National September 2015 – Adjacent

S1a. What is your ZIP code? \_\_\_\_\_

S1. Who in your household is primarily responsible for making decisions concerning travel destinations?

- 1 ..... Me  
2 ..... Myself and my spouse/partner  
3 ..... My spouse/partner → TERMINATE

S2. Do you normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home?

- 1 ..... Yes  
0 ..... No → TERMINATE

Age. What is your age? \_\_\_\_\_

S3. Please take a moment to view the following television ad and answer the question.  
(INSERT TEAM DAVID TEST AD AND SET UP OPTIONS FOR HIGH SPEED CONNECTION/DIAL UP CONNECTION)

- 1 ..... Yes  
0 ..... No → TERMINATE

How familiar are you with each of the following states, in terms of what they have to offer as a place for a leisure trip?

	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
Colorado				
Idaho				
Montana				
New Mexico				
South Dakota				
Texas				
Utah				
Wyoming				

1. Please consider the following series of descriptions that could be used to describe travel destinations. For each state, please rate how well each statement describes the state. In some cases, you may not be very familiar with the state, but please rate it based on whatever you know or have heard about the state.

HAVE THEM RATE WYOMING AND ONE STATE WITH FAMILIARITY EQUAL TO WYOMING (IF NONE EQUAL THE SAME FAMILIARITY, CHOOSE A STATE WITH ONE RATING HIGHER), RANDOMLY CHOSEN FROM LIST BELOW.

- A. Colorado  
B. Idaho  
C. Montana  
D. New Mexico  
E. South Dakota  
F. Texas  
G. Utah

Please rate [INSERT STATE]	Not at all				Completely
Has great national parks	1	2	3	4	5
Has beautiful natural scenery	1	2	3	4	5
Has lots of mountains	1	2	3	4	5

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Feels like the Old West	1	2	3	4	5
Offers great camping and RVing	1	2	3	4	5
Has interesting historical sites and museums	1	2	3	4	5
Is a place to enjoy Native American culture	1	2	3	4	5
Is a good place to relax in peace and quiet	1	2	3	4	5
Is a good place to indulge in a passion for the great outdoors	1	2	3	4	5
Offers lots of outdoor activities such as hiking, fishing and hunting	1	2	3	4	5
Has lots of dude ranches	1	2	3	4	5
Offers good opportunities for wildlife viewing	1	2	3	4	5
Is a great place for winter sports such as skiing and snowmobiling	5	4	3	2	1
Offers an authentic western experience	5	4	3	2	1
Is a good place to take the great American road trip	5	4	3	2	1
Is a good place to experience and experiment with new places and things	5	4	3	2	1
Is a good place to re-energize and recharge	5	4	3	2	1
Is a good place for family vacations	5	4	3	2	1
Is a good value for the money	5	4	3	2	1
Has friendly people	5	4	3	2	1

2. Please check the states that you have visited for a leisure trip in the past two years.  
Please check all that apply.

Colorado
Idaho
Montana
New Mexico
South Dakota
Texas
Utah
Wyoming
None of these states

3. How likely are you to take a leisure trip to any of the following states in the next year?

	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
Colorado					
Idaho					
Montana					
New Mexico					
South Dakota					
Texas					
Utah					
Wyoming					

5. In the course of planning for any upcoming trips, have you gathered information, gone to the website, or gathered information for planning a trip to Wyoming?

Please check all that apply.

Gathered information, researched destination	Visited state website	Visited mobile website	Called state 800 number	Visited state Facebook page	Followed state on Twitter	Requested information using other method	None
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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# Questionnaire

IF VISITED WYOMING WEBSITE AT Q5 ASK  
(INSERT SCREEN SHOT OF WEBSITE)



- 5a. Is this the Wyoming website you visited?  
1. Yes  
0. No

IF VISITED STATE FACEBOOK PAGE AT Q5 ASK:  
(INSERT SCREEN SHOT OF FACEBOOK)



- 5b. Is this the Wyoming Facebook site you visited?  
1. Yes  
0. No

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

ASK AD RATINGS AFTER ALL ADS WITHIN EACH MEDIUM HAVE BEEN SHOWN.

PRINT ADS:  
Wyoming

6. Please indicate in the box to the left of each print ad which you recall seeing before now.

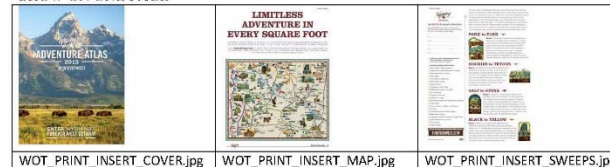
SHOW ON ONE PAGE  
ADJACENT



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SHOW ON ONE PAGE



6a. Now please indicate how much you agree the print ads for this state show a place... ROTATE

	Strongly Disagree				Strongly Agree
Where I could enjoy the authentic western adventure	5	4	3	2	1
To seek adventure	5	4	3	2	1
To take the great American road trip west	5	4	3	2	1
To experience and experiment with new places and things	5	4	3	2	1
To relax in peace and quiet	5	4	3	2	1
To indulge a passion for the great outdoors	5	4	3	2	1
To escape to the comfort of the wide open spaces	5	4	3	2	1
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1

6b. How much does this print campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

TVADS

Untethered Summer - SHOW ALL



<http://youtu.be/IyRyViAvNik>

CORE AND CHICAGO

<http://youtu.be/K34gbWE-hU>  
<http://youtu.be/KCnm15Dang>  
<http://youtu.be/EjO87zoAjzY>

SEATTLE

<http://youtu.be/c-BpA6m1IA>

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# Questionnaire

ADJACENT



WY14 WYTV1  
<http://youtu.be/Pc5N2jR59JI>

SHOW TELEVISION AD AND ASK Q7

Please view the following TV advertisement and answer the question that follows.  
 The entire ad must play in order to continue.

7. How many times have you seen this television ad?
- ☐ Never
  - ☐ Once
  - ☐ Two or three times
  - ☐ More than three times

**AFTER ALL HAVE BEEN SHOWN, ASK Q7a-7b**

7a. Now please indicate how much you agree the TV ads for this state show a place... ROTATE

	Strongly Disagree				Strongly Agree
Where I could enjoy the authentic western adventure	5	4	3	2	1
To seek adventure	5	4	3	2	1
To take the great American road trip west	5	4	3	2	1
To experience and experiment with new places and things	5	4	3	2	1
To relax in peace and quiet	5	4	3	2	1
To indulge a passion for the great outdoors	5	4	3	2	1
To escape to the comfort of the wide open spaces	5	4	3	2	1
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1

7b. How much does this TV campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

**ONLINE**

8. Please indicate which of the following digital ads you have seen before now.

CORE, CHICAGO, NATIONAL  
 WYO 15 300x600 POL 01  
 WYO15 TETONS 300x600 POL 02  
 WYO15 TOWERS 300x600 POL 01

SEATTLE  
 WYO 15 SEA 300x600 POL 01  
 WYO15 SEA TOWERS 300x600 POL 01

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ADJACENT

[http://www.pointroll.com/PointRoll/AdDemo/WyomingTourism/WTO\\_freesguide\\_300x250\\_ROL\\_V2\\_exp\\_DERIVEPe8.asp](http://www.pointroll.com/PointRoll/AdDemo/WyomingTourism/WTO_freesguide_300x250_ROL_V2_exp_DERIVEPe8.asp)

**AFTER ALL HAVE BEEN SHOWN, ASK Q8a-8b**

8a. Now please indicate how much you agree the online ad for this state shows a place... ROTATE

	Strongly Disagree				Strongly Agree
Where I could enjoy the authentic western adventure	5	4	3	2	1
To seek adventure	5	4	3	2	1
To take the great American road trip west	5	4	3	2	1
To experience and experiment with new places and things	5	4	3	2	1
To relax in peace and quiet	5	4	3	2	1
To indulge a passion for the great outdoors	5	4	3	2	1
To escape to the comfort of the wide open spaces	5	4	3	2	1
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1

8b. How much does this online campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

**OUTDOOR (SHOW TOGETHER)**

9. Please indicate which of the following outdoor ads you have seen before now.

**CORE AND CHICAGO**

Buffalo OOH.jpg  
 Devils Tower OOH.jpg  
 Tetons OOH.jpg  
 Tetons w\_ Buffalo OOH.jpg

**SEATTLE**

Seattle Buffalo OOH.jpg  
 Seattle Devils Tower OOH.jpg  
 Seattle Tetons OOH.jpg

ADJACENT

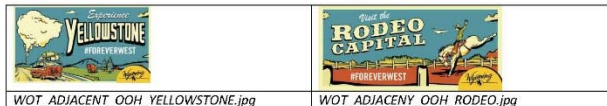
WOT_ADJACENT_OOH_DEVILS_TOWER.jpg	WOT_ADJACENT_OOH_TETONS.jpg

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# Questionnaire



WOT\_ADJACENT\_OOH\_YELLOWSTONE.jpg

WOT\_ADJACENT\_OOH\_RODEO.jpg

AFTER ALL ADS HAVE BEEN SHOWN, ASK Q9a-9b

9a. Now please indicate how much you agree the outdoor ads for this state show a place... ROTATE

	Strongly Disagree				Strongly Agree
Where I could enjoy the authentic western adventure	5	4	3	2	1
To seek adventure	5	4	3	2	1
To take the great American road trip west	5	4	3	2	1
To experience and experiment with new places and things	5	4	3	2	1
To relax in peace and quiet	5	4	3	2	1
To indulge a passion for the great outdoors	5	4	3	2	1
To escape to the comfort of the wide open spaces	5	4	3	2	1
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1

9b. How much does this outdoor campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

The following questions are for classification purposes only so that your responses may be grouped with those of others.

## DEMOGRAPHICS

D1. Are you...?

- ☐ Married
- ☐ Divorced/Separated
- ☐ Widowed
- ☐ Single/Never married

D2. Including you, how many people are currently living in your household? \_\_\_\_\_

IF QD2-1, SKIP TO D4

D3. How many living in your household are children under the age of 18? \_\_\_\_\_

D4. Which of the following categories best represents the last grade of school you completed?

- ☐ High school or less
- ☐ Some college/technical school
- ☐ College graduate
- ☐ Post-graduate degree

D5. Which of the following categories best represents the total annual income for your household before taxes?

- ☐ Less than \$35,000
- ☐ \$35,000 but less than \$50,000
- ☐ \$50,000 but less than \$75,000
- ☐ \$75,000 but less than \$100,000
- ☐ \$100,000 but less than \$150,000
- ☐ \$150,000 or more

D6. Which of the following best describes your racial and ethnic heritage? Are you...? (ALLOW MULT.)

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- ☐ Caucasian/white
- ☐ African-American/black
- ☐ Latino/Lispanic
- ☐ Asian
- ☐ American Indian
- ☐ Other (Specify \_\_\_\_\_)

D8. Are you...?

- ☐ Male
- ☐ Female

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